

PROSPER AFRICA

A U.S. Government Trade and Investment Initiative

BOOSTING TRADE AND INVESTMENT BETWEEN THE UNITED STATES AND AFRICA



PROSPER AFRICA IS A U.S. GOVERNMENT INITIATIVE TO SUBSTANTIALLY INCREASE TWO-WAY TRADE AND INVESTMENT BETWEEN THE UNITED STATES AND AFRICA.

This whole-of-government approach unlocks opportunities to do business in Africa, benefiting companies, investors, and workers both in Africa and the United States.

For years companies have asked the U.S. Government to make it easier to access its trade and investment support services. Prosper Africa answers this call by providing a one-stop shop that makes the full range of those services available to U.S. and African businesses and investors.

Through Prosper Africa, the U.S. Government is helping to unleash the entrepreneurial spirit of Americans and the people of African nations like never before – advancing American and African prosperity and security, supporting jobs, and demonstrating the superior value of transparent markets and private enterprise for driving growth.

WHY TRADE AND INVESTMENT?

- To support jobs in the United States and Africa
- To ensure U.S. companies can compete on level playing fields
- To strengthen bilateral ties with African partners
- To grow the middle class across Africa
- To support African partner states in enhancing good governance, rule of law, and transparent, fair commercial practices

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THE OPPORTUNITY

With six of the ten fastest growing economies in the world and over one billion consumers, Africa plays a pivotal role in the global economy. Meanwhile, producers in Africa see a U.S. consumer market of more than 300 million people that already has a purchasing power of \$13 trillion – the largest in the world.

American companies not only bring significant capital, innovation, and proven solutions, but adhere to the highest standards of transparency, quality, and social responsibility. A greater connection between the U.S. and African private sectors will expand markets for U.S. goods and services and contribute to more self-reliant, prosperous, and stable African countries.

THE APPROACH

1. Modernize and Synchronize U.S. Capabilities and Efforts

- Coordinate U.S. Government resources in support of public and commercial transactions at all stages
- Establish a one-stop shop where U.S. and African businesses can access the full range of U.S. Government services

2. Facilitate Transactions

- Help to develop, facilitate, expedite, and mitigate the risk of transactions between U.S. and African businesses and investors
- Expand U.S. companies' access to information and provide financing support where the private sector will not to open the pipeline of opportunities in Africa

3. Foster Fair and Accessible Business Climates and Robust Financial Sectors

- Reduce barriers to private sector trade and investment
- Promote transparency, competitiveness, efficiency, and quality
- Advocate for sustainable economic policies that support private-sector led growth
- Build the capacity of officials in African countries to implement sound trade and investment policies and agreements
- Support the development and deepening of financial sectors in Africa that are key to increasing trade and investment

